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at Request of Defendants

100-100-000-072134

Figueira Decl. Tab

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To: "Anthony Z" <anthonyz@google.com>, "Sathya Smith" <sathya@google.com>
From: "Patrick Walker" <pjwalker@google.com>
Cc:
Bcc:
Received Date: 2007-02-08 15:22:37 GMT
Subject: Fwd: Football, soccer, Premier League

fyi

----- Forwarded message -----

From: Mark Yoshitake <myoshitake@google.com>
Date: Feb 8, 2007 1:33 AM
Subject: Re: Football, soccer, Premier League
To: Patrick Walker <pjwalker@google.com>
Cc: Kevin Yen <kyen@youtube.com>, Eric Mauskopf <mauskopf@google.com>, Ken Motoyama <kenm@google.com>, Glenn Otis Brown <gbrown@google.com>, Jeff Nathenson <jeffn@google.com>, Richard Kuo <rkuo@google.com>

Guys - checking on this, but I'm not aware of any existing method to pull this data and am checking with eng/data teams. There is little visibility on YT systems on clicks, analytics and stats... we are just getting to core stats like revenue, video playbacks etc so I would not expect this to be something that is possible in the short term. I will let you know what we have once I hear back.

-- Mark

On 2/7/07, Patrick Walker <pjwalker@google.com> wrote:

>
> I thanks for this Kevin. Timing is quite critical as there's a deadline mid
> next week to put in a proposal for English Premier League rights globally
> and we're trying to run some commercial models to gauge value based on video
> usage in the categories listed below.

> Premier League spelling is correct.

>

> Let us know if you have further questions.

>

> Patrick

>

>

> On 2/8/07, Kevin Yen <kyen@youtube.com> wrote:

>

>> Mark,

>> A request from the EU sales team that might become a recurring need.

>> Patrick and Jeff can jump in with more details/corrections.

>>

>> For the following terms:

>> 1. soccer

>> 2. football

>> 3. Premier League (sp?)

>>

>> ...what are:

>> a. # searches for the above done on YT daily

>> b. # titles with tagged with the above

>> c. # titles with the above in the title text

>>



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>> Plus, the above stats on % basis.
 >>
 >> I have no idea of feasibility and patrick/jeff can better state the
 >> need/importance, but I'm just getting the ball rolling.
 >>
 >> -
 >> Regards,
 >> Kevin A. Yen
 >> Manager, Strategic Partner Management
 >> t:US US +1 <javascript:void(0);> [REDACTED] Call <javascript:void(0);>
 >> Call f:US US +1 <javascript:void(0);> [REDACTED] Call<javascript:void(0);>
 >> Call [REDACTED]
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 > Head of Video Partnerships
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